

THE FLAVOURS OF ABORIGINAL AUSTRALIA

nunka.
AUSTRALIAN NATIVE FOODS

EST. 2022

**BRAND
PITCH**

PLATE HOSPITALITY GROUP PTY LTD



MARKET LANDSCAPE

01

The Australian native food industry is experiencing strong and sustained growth, with a compound annual growth rate (CAGR) of 8–10%, making it Australia's fastest-growing specialty food sector. This momentum is being driven by increasing consumer demand for authentic, sustainable and First Nations-led food products.

As highlighted by AgriFutures Australia, the sector is well positioned for significant commercial expansion as consumers increasingly seek foods with strong provenance, sustainability and cultural authenticity. This growing demand is creating significant opportunities for native ingredients & bushfood products such as nunka. Australian Native Foods.





MARKET LANDSCAPE

02

THE GAP

For nunka. Australian Native Foods, the category gap is not simply another native ingredient product—the market already has strong players offering bushfood pantry staples, condiments, spices and gourmet ingredients. The opportunity is to address the underserved consumer need for a premium, culturally authentic, accessible and aspirational First Nations food brand that bridges Indigenous heritage with modern consumer lifestyles.

While established brands such as Indigiearth, Warndu, Dreamtime Tuka, Mabu Mabu, Figjam & Co. and Something Wild offer bushfood products within the Australian native foods market, nunka. Australian Native Foods occupies a distinct market position. Our brand is strategically focused on the premium and luxury segment, combining exceptional native ingredients with authentic First Nations provenance, elevated product design and sophisticated storytelling to deliver a differentiated, high-value consumer experience.

COMPETITORS

TRENDS

Consumer demand is increasingly shifting towards food products that offer authenticity, transparency and purpose. Shoppers are seeking foods with clear provenance, sustainable sourcing, natural ingredients and meaningful cultural connections, while placing greater value on products that support Indigenous ownership and ethical production. This growing preference for authentic, First Nations-led brands is driving strong growth in the Australian native foods category and creates a significant opportunity for nunka. Australian Native Foods to deliver premium products that combine exceptional native ingredients with cultural integrity, sustainability and contemporary luxury.



100%
ABORIGINAL

SUSTAINABLY
SOURCED

03



OUR BRAND



**THE FLAVOURS OF
ABORIGINAL AUSTRALIA.**

nunka. Australian Native Foods is a First Nations-owned food business founded by Chef Matt Atkins, a proud Malyangapa and Barkindji man from far north-western NSW. Meaning "bountiful", nunka. creates a growing range of premium native food products, herbs, spices, and condiments that celebrate Aboriginal culture and the unique flavours of Australia's bush foods.

Drawing on traditional knowledge and contemporary culinary expertise, the business makes Australian native ingredients more accessible to home cooks, food lovers, the health conscious and corporate customers. Through its products, nunka. aims to share First Nations Aboriginal culture, support greater awareness of Australian native foods and showcase the richness of Indigenous culinary traditions in bringing you the flavours of Aboriginal Australia.



OUR POINT OF **DIFFERENCE**

nunka. Australian Native Foods is a premium, First Nations-led brand that transforms Australia's native ingredients into contemporary luxury food experiences. By combining authentic Indigenous cultural heritage, sustainably sourced native ingredients and exceptional quality, nunka. offers consumers an aspirational way to experience the unique flavours of Aboriginal Australia.

04

**ALL
NATURAL**

**SUSTAINABLY
SOURCED**

**NO
PRESERVATIVES**

**RECYCLABLE
PACKAGING**





ALL NATURAL

- Naturally Flavoured
- No Artificial Preservatives
- No Artificial Additives
- No Artificial Colours
- No Artificial Flavours
- Rich in Nutrients
- High Native Bushfood content

SUSTAINABLE

- Australian Native Superfoods
- Sustainably Sourced
- Wild Harvested on Country
- Ethically Farmed by First Nations
- Zero Food Waste Production
- Recyclable Packaging

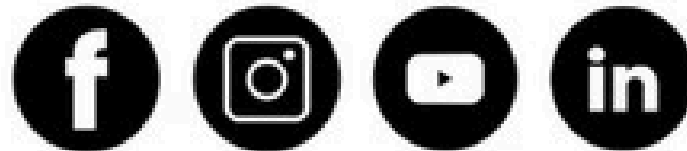
FIRST NATIONS

- 100% Aboriginal Owned
- 95% Indigenous Supply Chain
- 75% Indigenous Employment Rate
- Caring for Country Core Ethos
- Community Focused Initiatives



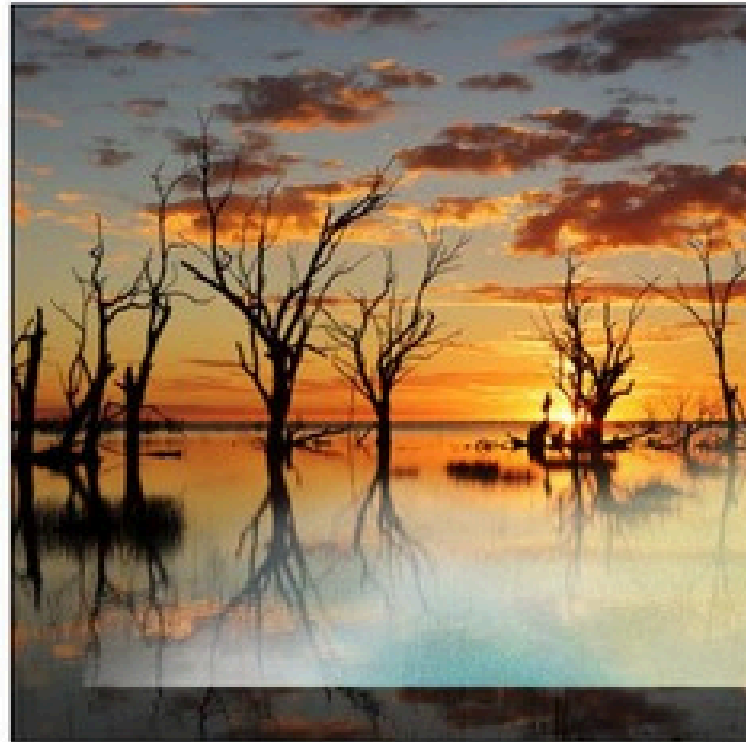
**CULTURAL
AUTHENTICITY**

**PREMIUM
PRODUCTS**



06

NUNKA. IS A PREMIUM FIRST NATIONS BRAND BUILT ON AUTHENTIC STORYTELLING, CONNECTING CULTURE, LUXURY & CONTEMPORARY AUSTRALIAN FOOD EXPERIENCES.



MARKETING & ACTIVATION SUPPORT

nunka. Australian Native Foods targets consumers who value premium, authentic and sustainably sourced food experiences, with a particular focus on food enthusiasts, health-conscious shoppers, gift buyers and those seeking to support First Nations-owned businesses. Our marketing strategy combines digital advertising, social media, public relations, influencer partnerships, retail activations and collaborations with chefs and tourism partners to build brand awareness and drive trial. Investment is focused on creating a premium brand presence, engaging storytelling and strategic partnerships that position nunka. as a leading First Nations luxury food brand in Australia.

OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS



APPLE, FIG & MYRTLE CHUTNEY

Delightfully sticky and moreish, our Apple, Fig & Myrtle Chutney combines these typically sweet flavours into a savoury chutney with the native Australian flavour of Cinnamon Myrtle, which gives it an earthy tone. Perfectly paired on sandwiches, cheese boards, as a condiment to roasts or even with BBQ's, it will never disappoint.

RRP \$8.95 / 250gm - **MOQ** x12

BUSH CRANBERRY COMPOTE

A twist on a tasty classic, our Bush Cranberry Compote is not as sweet as your typical cranberry condiments, bringing a spiced savoury flavour with bush tomato and pepperberry. Perfect on sandwiches, used as a glaze on roasts or salmon or of course for the table at Christmas time!

RRP \$8.95 / 250gm - **MOQ** x12

SEA PARSLEY PICKLES

Bringing the characteristics of a farm style pickle, this delicate condiment brings an earthy taste like no other with the flavour of native Australian Sea Parsley throughout. Absolutely brilliant with ham, on sandwiches, ploughman's platters or cheese boards.

RRP \$8.95 / 250gm - **MOQ** x12

OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

BLUEBERRY & LEMON ASPEN JAM

Our deliciously tasty jam is all natural with zero additives or preservatives. The smooth flavours of blueberry combined with the hint of zesty lemon aspen add a depth to the jam that is both different but subtle. Perfect on toast or pancakes, used in desserts or sweets or added into any recipe from baking & marinating to grilling & roasting.

RRP \$7.95 / 175gm - **MOQ** x12

08

STRAWBERRY & NATIVE THYME JAM

Our bestselling jam is all natural with zero additives or preservatives. The savoury flavours of the native thyme add a depth to the jam that tantalises the tastebuds. Perfect on toast or pancakes, used as a dessert sauce on ice cream or sweets or added into any recipe from baking & marinating to grilling & roasting.

RRP \$7.95 / 175gm - **MOQ** x12

NATIVE BERRY COMPOTE

Our deliciously tasty compote is a wild mix of numerous native fruits that is well balanced and not overtly sweet like many other products on the market. Perfect on toast as a jam spread, used as a dessert sauce or added into any recipe from baking & marinating to grilling & roasting.

RRP \$8.95 / 175gm - **MOQ** x12



OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

09



DAVIDSON PLUM ZA'ATAR

This stunning spice blend combines the richness of native Australian flavours with the culinary techniques of the Middle East. It features Davidson Plum for a delightful sweet and sour plum flavour, complemented by a medley of spices, sesame, and Davidson Plum in lieu of sumac. This tangy and savoury blend adds a unique depth to grilled meats, vegetables, rice and grains or even when sprinkled over dips and breads, offering a truly unique flavour experience.

RRP \$16.95 / 90gm - **MOQ** x12

SALTBUSH CHILLI CRUST

Salt and chilli are a match made in heaven and their synergy is enhanced by the earthy umami profile of native saltbush, the citrus twang of native Lemon Myrtle and the complex spice of native Pepperberry. Use this coarse spice crust to tease out the flavours of your coated meats and vegetables, to dust over baked goods, or to season your meals in place of conventional salt and pepper.

RRP \$14.95 / 75gm - **MOQ** x12

SALTBUSH DUKKAH

Deliciously fragrant and moreish, this roasted spice and nut blend is a fusion of native Australian and Middle Eastern flavours. The earthy herbaceousness of native Saltbush, blended with native Macadamia, spicy Mountain Pepperleaf and powerful Native Thyme makes for a tantalizing blend. Use to coat meats and vegetables or for snacking with some olive oil and crusty bread.

RRP \$14.95 / 110gm - **MOQ** x12

OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

SPICED NATIVE NUT MIX

Our moreish mix of Spiced Native Nuts will have hands reaching for more! Made from all Australian grown nuts and featuring two Native nuts, Macadamias & Sandalwood, our premium inhouse roasted mix is spiced with saltbush, pepperberry & bush tomato, enhancing the flavours even more.

RRP \$9.95 / 150gm - **MOQ** x12

10

DEHYDRATED CITRUS

An assorted blend of local citrus (oranges, lemons, limes & finger limes) that has been dehydrated for 48hrs, this is 100% natural fruit with no additives at all. The perfect addition to any cocktail or beverage & ideal for cake decorating, wow your guests with the aesthetic colour variances and enhanced flavour and scent.

RRP \$9.95 / 70gm - **MOQ** x12



OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS



EUCALYPTUS BUSH HONEY

A deliciously sweet, locally harvested bush honey from the Yarramundi, featuring strong eucalyptus flavours. This is 100% natural Australian honey, perfect on your morning toast or used as a sugar substitute.

RRP \$6.95 / 125gm - **MOQ** x12

DAVIDSON PLUM & SPICED PEAR PASTE

Our smooth & fruity paste is right at home on any cheese board or grazing platter, perfectly pairing with all cheeses and more so with stronger flavours, such as blue vein or gorgonzola. 100% natural with zero additives or preservatives. The perfect cheese companion!

RRP \$6.95 / 125gm - **MOQ** x12

OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

PEPPERLEAF & KUNZEA BBQ RUB

Our Pepperleaf & Kunzea BBQ Rub is the perfect blend of Australian native bushfoods & contemporary spices. With aromatics of citrus, eucalypt, honey & a hint of smokiness, this rub is ideal for game meats & roasts and can be used sparingly with seafood & white meats.

RRP \$6.95 / 50gm - MOQ x12

SIGNATURE BUSH SEASONING

- A Taste of the Australian Outback

Elevate your dishes with our Signature Bush Seasoning, a bold fusion of native Australian flavors crafted to bring the essence of the outback to your kitchen. This unique blend features the warm depth of curry spices, perfectly balanced with the tangy richness of bush tomato, the earthy, savory notes of saltbush, and a subtle kick of pepperberry heat. Whether you're seasoning meats, vegetables, or plant-based dishes, this versatile mix adds an authentic bush-inspired twist to your cooking. Handcrafted in small batches, our Signature Bush Seasoning celebrates First Nations ingredients and traditional flavors in a modern, easy-to-use blend. Ideal as hot chip seasoning, used as a BBQ style rub or a flavoured salt. No additives. No preservatives. Just pure, wild flavour.

RRP \$9.95 / 70gm (Shaker) - MOQ x12

RRP \$7.95 / 60gm (Refill) - MOQ x12

PEPPERBERRY SPICE BLEND

Our spicy pepper blend is the perfect balance of black peppercorns, pink peppercorns, white peppercorns & Australian native Pepperberry that allows you to enhance your cooking or season your dish to perfection.

RRP \$8.95 / 50gm - MOQ x12

OLDMAN SALTBUSH BLEND

Our aromatic salt blend is the perfect balance of Australian rock salt, pink Himalayan salt & Australian native Saltbush with a touch of native Lemon Aspen & native Sage that allows you to enhance your cooking or season your dish to perfection.

RRP \$7.95 / 100gm - MOQ x12



OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS



BLAKFULLA BUSH TEA

Unearth the taste of our majestic landscapes with organically grown Australian Black Tea. This premium black tea, rooted in the nutrient-rich soils of Australia, offers a unique, vibrant and refined flavour profile that stands out in the global tea palette. It is not just a beverage; it's a journey through the lush terrains of Australia, a sip of our Country's pristine environment.

RRP \$14.95 / 60gm - **MOQ** x12

NATIVE GUM TEA

Our exclusive Native Gum Tea is a fragrant blend made of 100% Australian grown ingredients. Strawberry Gum & Peppermint Gum are both endemic species to the region of Western Sydney, and our black tea is organically grown & caffeine-free. Traditionally, these gum species were used to treat respiratory & digestive issues as bush medicine. Best described as peppermint in the forest after rain, with a touch of sweetness from the Strawberry Gum, with notes of passionfruit & pineapple. The perfect Australian treat for a variety of occasions such as a relaxing afternoon or an after dinner finisher.

RRP \$16.95 / 60gm - **MOQ** x12

BUSHMAN BILLY BLEND TEA

Australian Grown Black tea blended with Eucalyptus - a surprisingly and somewhat unexpectedly good combination that adds a twist to the one of the most popular teas in the world. If you like black tea, and the freshness of the Australian Eucalyptus plant, we urge you to give this tea a try! It doesn't get much more Australian than this. Experience the tea of choice of the settlers while exploring the outback.

RRP \$16.95 / 60gm - **MOQ** x12

OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

BUSHFOOD HERBS & SPICES - MOQ x12

Aniseed Myrtle - **RRP** \$5.95 / 15gm
Bood Lime - **RRP** \$19.95 / 15gm
Bush Tomato - **RRP** \$9.95 / 30gm
Cinnamon Myrtle - **RRP** \$5.95 / 20gm
Davidson Plum - **RRP** \$12.95 / 20gm
Desert Lime - **RRP** \$12.95 / 20gm
Finger Lime - **RRP** \$14.95 / 15gm
Geraldton Wax - **RRP** \$5.95 / 10gm
Green Tree Ants - **RRP** \$12.95 / 5gm
Kakadu Plum - **RRP** \$14.95 / 15gm
Kunzea - **RRP** \$5.95 / 10gm
Lemon Aspen - **RRP** \$7.95 / 20gm
Lemon Myrtle - **RRP** \$5.95 / 30gm
Native Basil - **RRP** \$7.95 / 15gm
Native Thyme - **RRP** \$5.95 / 15gm
Peppermint Gum - **RRP** \$7.95 / 20gm
Quandong - **RRP** \$14.95 / 30gm
River Mat - **RRP** \$7.95 / 10gm
Saltbush - **RRP** \$5.95 / 20gm
Sea Parsley - **RRP** \$14.95 / 20gm
Strawberry Gum - **RRP** \$7.95 / 20gm
Sunrise Lime - **RRP** \$12.95 / 15gm
Tasmanian Pepperberry - **RRP** \$7.95 / 20gm
Tasmanian Pepperleaf - **RRP** \$7.95 / 20gm
Wattleseed - **RRP** \$9.95 / 40gm



OUR PRODUCTS

CHUTNEYS / CIRTUS / COMPOTES / CRUSTS / DUKKAHS / HERBS
/ HONEYS / JAMS / NUTS / PASTES / RELISHES / SEASONINGS /
SPICES / TEAS

15



NATIVE DESSERT DUKKAH

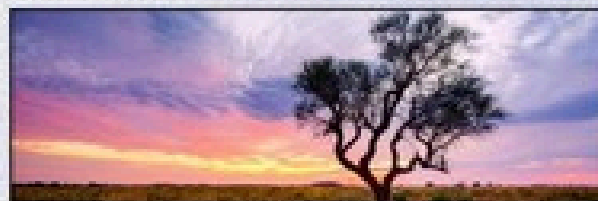
nunka. Native Dessert Dukkah is a uniquely Australian take on a classic favourite, handcrafted with premium native ingredients to create a rich, aromatic blend of roasted nuts, warming spices and distinctive bushfood flavours. Its luxurious blend of roasted Australian macadamias, earthy wattleseed and vibrant Davidson plum are crafted to transform everyday desserts into something extraordinary. The rich, nutty depth of wattleseed is perfectly balanced by the buttery crunch of macadamias and the bright, tangy notes of Davidson plum, creating a uniquely Australian flavour experience. Designed to elevate everyday indulgence, it adds a delicious crunch and subtle sweetness to ice cream, yoghurt, fresh fruit, pancakes, pastries and cheeseboards, while bringing a memorable native twist to baking and desserts. Beautifully balanced and naturally full of flavour, Nunka Native Dessert Dukkah celebrates the richness of Australia's native ingredients in every sprinkle.

RRP \$16.95 / 100gm - **MOQ** x12

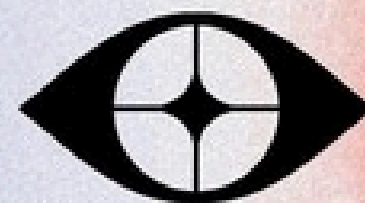


NUNKA. AUSTRALIAN NATIVE FOODS

**LET'S
TOGETHER**



WORK



**GET
TOUCH**

IN

AT NUNKA. AUSTRALIAN NATIVE FOODS, WE BELIEVE STRONG PARTNERSHIPS ARE THE FOUNDATION OF A THRIVING AND SUSTAINABLE NATIVE FOOD INDUSTRY. WE ARE COMMITTED TO BUILDING LONG-TERM RELATIONSHIPS WITH FIRST NATIONS GROWERS, HARVESTERS, SUPPLIERS, CHEFS, RETAILERS AND DISTRIBUTION PARTNERS BASED ON TRUST, RESPECT AND SHARED VALUE. BY WORKING COLLABORATIVELY, WE AIM TO CREATE OPPORTUNITIES THAT CELEBRATE INDIGENOUS KNOWLEDGE, STRENGTHEN LOCAL COMMUNITIES AND ENSURE OUR PREMIUM NATIVE FOOD PRODUCTS ARE GROWN, SOURCED AND SHARED WITH INTEGRITY FOR GENERATIONS TO COME.

nunka.
AUSTRALIAN NATIVE FOODS

17

THANK YOU



Contact Us:

E: NUNKA@MATTATKINS.COM.AU
P: 0408 984 695
W: MATTATKINS.COM.AU/NUNKA
FB: [FACEBOOK.COM/NUNKAGIFTS](https://www.facebook.com/NUNKAGIFTS)
IG: [@NUNKAGIFTS](https://www.instagram.com/NUNKAGIFTS)

